

**PRESS RELEASE**



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**MOBILETRAX ANNOUNCES THE 2010 MOBILITY AWARD WINNERS**

*Mobility Awards honor the best mobile computing and wireless communications products and services*

LAS VEGAS, NV – INTERNATIONAL CTIA WIRELESS 2010 – March 25, 2010 – MobileTrax LLC, a leading mobile and wireless industry analyst firm, announced today the winners of the 2010 Mobility Awards at the Wireless Innovators dinner held during the annual International CTIA Wireless trade show. The 2010 Mobility Awards honor the best mobile computing and wireless data communications products and services introduced to the market during the past year.

“There’s a need to recognize the hard work that the mobile device makers, software vendors and wireless operators are doing to provide subscribers with unique products and services,” said J. Gerry Purdy, Ph.D., Principal Analyst with MobileTrax LLC. “The Mobility Awards have honored the brightest innovators in mobile computing and wireless data communications products and services for the past 15 years.”

Each winner receives a unique blue glass vase with the identity of the award. The winners of the 2010 Mobility Award are shown in the list below.

**About MobileTrax**

MobileTrax, LLC is a leading mobile and wireless industry analyst firm and is a trusted source of information regarding the mobile computing and wireless data communications industry. MobileTrax provides market research, conferences and consulting services regarding enterprise and consumer markets. MobileTrax is lead by J. Gerry Purdy, Ph.D., a globally recognized authority on mobile computing and wireless data communications. He writes and publishes Inside Mobile, a newsletter that is published each Wednesday and is read by more than 100,000 people. More information can be found at [www.mobiletrax.com](http://www.mobiletrax.com).

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|                                    |                    |                                        |
|------------------------------------|--------------------|----------------------------------------|
| <b>Notebooks</b>                   |                    |                                        |
| High end, consumer, 17-18"         | Apple              | MacBook Pro                            |
| Full-feature, 15.4" consumer       | Fujitsu            | Lifebook A-Series                      |
| Full-feature, 15.4" enterprise     | Lenovo             | ThinkPad T400                          |
| Thin & light (14" wide)            | Toshiba            | Satellite                              |
| Value, under \$600                 | HP                 | Presario                               |
| Ultraportable                      | Lenovo             | ThinkPad X200                          |
| Netbooks                           | Acer               | Aspire One                             |
| Industrial                         | Panasonic          | Toughbook                              |
| <b>SmartPhones</b>                 |                    |                                        |
| SmartPhone/Closed System           | Apple              | iPhone 3GS                             |
| SmartPhone/Open System             | Motorola           | DROID                                  |
| Business/enterprise                | RIM                | BlackBerry 9700                        |
| <b>eBook Readers</b>               |                    |                                        |
| Consumer                           | Amazon             | Kindle 2                               |
| Enterprise                         | Plastic Logic      | QUE proReader                          |
| SmartPhone readers                 | Kobo               | Kobo reader                            |
| <b>Technology Innovation</b>       |                    |                                        |
| Heads up display                   | Kopin              | Golden-i                               |
| Windows pre-boot                   | Splashtop          | Pre-boot usage                         |
| Windows AP                         | Nomadio            | Connectify                             |
| <b>Voice Processing</b>            |                    |                                        |
| Speech to text                     | Vlingo             | Vlingo mobile voice recognizer         |
| <b>WirelessCommunications</b>      |                    |                                        |
| Cellular Network                   | Verizon Wireless   | 3G Network                             |
| Embedded systems                   | AT&T Mobility      | Kindle, nook & other embeded solutions |
| <b>Software</b>                    |                    |                                        |
| SmartPhone OS                      | Google             | Android                                |
| Integrated service platform        | WorldMate          | Worldmate service                      |
| Backup                             | NTI & Toshiba      | NTI EZ                                 |
| Enterprise Mobility                | Sybase             | Afaria                                 |
| <b>Messaging &amp; Alerts</b>      |                    |                                        |
| Alerting services                  | Omnilert           | RainedOut                              |
| Integrated messaging               | Syniverse          | Syniverse Next                         |
| Messaging delivery                 | Acision            | Mobile Data Services                   |
| <b>Security</b>                    |                    |                                        |
| Messaging                          | CellTrust          | Secure SMS                             |
| On-Device                          | Credant            | Credant Mobile Guardian                |
| Lost, theft & recovery             | Absolute Software  | Computrace                             |
| Mobile video security              | Smartvue           | Smartvue S9                            |
| <b>Services</b>                    |                    |                                        |
| LBS                                | Google             | Turn-by-turn navigation                |
| People location monitoring         | Omnilink Systems   | Offender tracking system               |
| Social networking                  | Loopt              | Friend finder                          |
| PIM Synchronization                | Funambol           | Mobile Cloud Sync                      |
| Photo & File Synchronization       | SugarSync          | SugarSync                              |
| Airline Wi-Fi access               | AirCell            | Gogo                                   |
| Enterprise Remote Access           | iPass              | iPass Mobile Connect                   |
| Streaming music                    | Pandora            | Pandora mobile                         |
| <b>Mobile Marketing</b>            |                    |                                        |
| Digital incentives                 | Cellfire           | Clip2Mobile                            |
| App creator                        | didmo              | magmito                                |
| Full service mobile marketing      | Air2Web            | CampaignPRO                            |
| Mobile brokerage                   | AdMarvel           | AdMarvel                               |
| <b>Mobile Commerce (mCommerce)</b> |                    |                                        |
| Digital Assets                     | BOKU               | Purchase of virtual goods via mobile   |
| Mobile Wallet                      | ViVOTech           | ViVOWallet                             |
| Mobile Banking                     | Sybase             | Sybase 365 mCommerce                   |
| Mobile Payments                    | QUALCOMM Firethorn | Mobile Payment System                  |
| Money transfer                     | Obopay             | Instant Mobile Money                   |
| Mobile deposits                    | Mitek Systems      | Mobile Deposit                         |
| <b>Rookie of the Year</b>          | Apple              | iPad                                   |
| <b>Product of the Year</b>         | Novatel Wireless   | MiFi                                   |
|                                    | Sprint             | MiFi                                   |
|                                    | Verizon Wireless   | MiFi                                   |